

Rep Order# 6848583 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 106114

Printed: 08/31/2012 11:32 AM
Last Received: 08/30/2012 6:14 PM
Showing Buylines: All Lines

3 of 4

Station KSNV-TV LAS VEGAS, NV
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2643
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	SA	7A-9A	Buyline Comment: SAT TODAY	:30	\$225.00	09/08-09/15	1	2	2	\$450.00	
	17	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$200.00	09/09-09/16	1	2	2	\$400.00	
	18	SA	5P-630P	Buyline Comment: NEWS	:30	\$225.00	09/08-09/15	1	2	2	\$450.00	
	19	SA-SU	11P-1135P	Buyline Comment: NEWS	:30	\$750.00	09/08-09/16	2	2	4	\$3,000.00	

---REPORT TOTALS---

Report Totals: 48 / \$28,250.00

---SALES MONTHLY TOTALS---

Sep 12: 48 / \$28,250.00
Sales Totals: 48 / \$28,250.00
Station Totals: 48 / \$28,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$94,167

CATV	0%	KBLR	0%	KINC	0%	KLAS	33%	KSNV	30%
KTNV	31%	KTUD	1%	KVCW	1%	KVMY	2%	KVVU	2%
XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

Rep Order# 6848583 Ver# 3 Status Revised

Traffic Order# 106114

Printed: 08/31/2012 11:32 AM
Last Received: 08/30/2012 6:14 PM
Showing Buylines: All Lines

4 of 4

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2643
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CREDIT RISK —
CASH IN ADVANCE